

# **PERFORMANCE**MATTERS

## **Direct Mail Marketing...Alive and Well, but...**

By Mike Dorsett, President of Portfolio Performance LLC

In 2012 the average response rate for direct mail to an existing member/customer was 3.4% ...considerably higher than industry expectations, and surging past electronic mail's (digital) response rate of just 0.12%! However, looking at the playing field from an ROI point of view, it's no surprise that email is more cost-effective than direct mail or telemarketing. Email had the highest ROI, at \$28.50, compared to \$7 for direct mail. If you're not satisfied with your ROI and response rates, perhaps you are not combining the right offer with the right list. In fact, these two elements represent 80% of why your campaign will succeed or fail!

How do you close this ROI gap when utilizing direct mail? The key is to utilize easily understood, specific and relevant offers and combine them with diligent data mining. We take great pride in effective data mining. Perhaps that's why our clients experience closing rates in excess of 10% throughout the year (yes, that's closing rates, not response rates)!

Call us for more details on our approach to ensure your growth and ROI goals are exceeded!

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